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Inside Information

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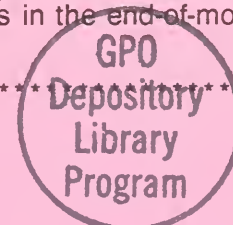
June 1989

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.



USDA’S AGRICULTURAL RESEARCH SERVICE IS SEEKING AN EDITOR FOR PRINTED MEDIA

USDA’s Agricultural Research Service has an opening for a GS-1082-7/9 editor on the information staff of its Publications Branch. Promotion potential for Announcement No. ARS-H29-086 is GS-12.

Duties include editing, rewriting, and reorganizing technical and semitechnical manuscripts for agency and departmental publications. Also, reviewing assigned manuscripts for compliance with current ARS and USDA policies. Other duties are editing tabular material for proper arrangement, accuracy, and completeness of heading, boxheads, and footnotes; for completeness of index, glossary of terms, and other details; and for conformance with the format of the series for which the manuscript is intended.

Qualifications include knowledge of acceptable standards of writing and editing, knowledge of federal policies and publications procedures, basic knowledge of scientific principles and procedures, and general knowledge of proofreading and proficiency in use of standard proofreader’s marks.

For further information, contact: Personnel Division, 301-344-2701.

Closing date is June 12.

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USDA’S HUMAN NUTRITION INFORMATION SERVICE NEW SOFTWARE PROGRAM AVAILABLE

USDA’s Human Nutrition Information Service has a new user-friendly, inexpensive software program available. “USDA’s Dietary Analysis Program” is writtem for the average consumer and can be used in nutrition education programs.

With the new program for IBM-compatible microcomputers, health-conscious consumers can analyze their daily food consumption to get total calorie content as well as breakdown of 27 nutrients and food components.

Consumers simply enter daily food intake to get a complete list of foods and quantities reported; the percentages of daily calorie intake coming from protein, carbohydrates, fats, and alcohol; a list of total daily consumption of fats, fatty acids (saturated, polyunsaturated, monounsaturated), sodium, cholesterol, fiber, potassium, and copper; bar graphs showing the percentage of the user’s Recommended Dietary Allowances for 15 nutrients; and amounts of single nutrients in reported foods.

The program is menu-driven, includes 850 foods commonly reported in USDA food consumption surveys, and uses familiar household measures for quantity estimates. It can also be used in education programs to identify the major food sources of nutrients in specific diets and to look at how alternative food selections would affect nutrient intakes.

The program was produced by USDA’s Human Nutrition Information Service in cooperation with the Extension system. It is available in three 5-1/4 inch floppy disks.

To order, request PB89-138275KLX, “USDA Dietary Analysis Program” (for IBM-compatible microcomputers), from the National Technical Information Center, 5285 Port Royal Road, Springfield, VA 22161. Telephone is 703-487-4650.

Cost of the software program is \$60, plus \$3 handling fee.

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USDA’S ANIMAL AND PLANT HEALTH INSPECTION SERVICE SEEKING PRINTING SPECIALIST

USDA’s Animal and Plant Health Inspection Service has an opening for a GS-1654-11 printing specialist. The position is in the Legislative and Public Affairs Section, Media Services Branch. The Announcement No. is W-755-89.

Duties include preparing complex printing specifications and serving as liaison with Department printing personnel for public affairs printing. Other duties are providing technical expertise in developing and implementing policies and procedures for all phases of printing.

Qualifications include 3 years of general experience which provided knowledge of printing equipment, methods of production, and sources of printing.

Applicants must have competitive status or reinstatement eligibility, and meet the qualifications and time-in-grade requirements.

For further information, contact: USDA, APHIS, Field Servicing Office, Washington Personnel Services, Room 1128-S, P.O. Box 96464, Washington, DC 20090-6464. Telephone is 202-382-1364.

Closing date is June 20.

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USDA'S ASCS HAS AN OPENING FOR A SUPERVISORY PUBLIC AFFAIRS SPECIALIST

USDA's Agricultural Stabilization & Conservation Service has an opening for a GM-1035-14 supervisory public affairs specialist in the Information Division. The Announcement No. is ASCS-89-INFO-56.

Duties include serving as chief of the Field Services Branch. This branch is responsible for planning and developing ASCS public affairs programs for the field and providing guidance, training, and direction to area and state offices in the administration of public affairs activities.

Qualifications include 1 year of specialized experience directly related to the position, which has equipped the applicant with the knowledge, skills, and abilities to successfully perform the duties of this position.

For further information, contact: USDA-ASCS-Personnel Division, Employment Branch, Room 4971-S, P.O. Box 2415, Washington, DC 20013. Telephone is 202-447-7518.

Closing date is June 26.

INTERNATIONAL ACE CONFERENCE TO BE HELD IN PORTLAND, OREGON, JULY 16-20

The annual international conference of the Agricultural Communicators in Education (ACE) will be held July 16-20 at the Marriott Hotel in Portland, Oregon. The theme is "Northwest Passage: ACE 89."

The theme symbolizes the risk-taking, imagination, and creativity of the pioneers who first made their ways West. To succeed and be a leader in our field today means having a vision of the future, taking risks, and addressing communication challenges creatively.

Capping off the 4 days of exciting professional sessions, is the "Grand Celebration" on the banks of the Columbia River, featuring a Native American style salmon bake and followed by an authentic sternwheel paddle boat sunset cruise on Lewis and Clark's highway.

Following the conference there will be 4 post-conference tours, featuring highlights of Oregon.

For registration or other information about the conference, contact Gwil Evans or Ken Kingsley, Agricultural Communications, Oregon State University, 503-754-3311.

NEWLY ELECTED OFFICERS ANNOUNCED BY AGRICULTURAL COMMUNICATORS IN EDUCATION

The newly elected officers of Agricultural Communicators in Education (ACE) are: president-elect for 1989-90 and president for 1990-91, Larry Whiting, Ohio State University; and vice president, David King, Oregon State University. Directors-elect are Dennis Hinkamp, Utah State University, Western Region, and Colleen Kelly Clark, University of Maryland, Northeast Region.

Beginning their terms as directors will be Judith Bowers, USDA Extension Service, D.C. Region; Janet Rodekohr, University of Georgia, Southern Region; Donna Toeppe, Purdue University, North Central Region; and Hal Taylor, formerly ACE coordinator, director of retirees. Lee B. Shields, National Endowment for Soil and Water Conservation, was chosen by ACE associate members to be their board representative.

President this coming year will be John M. "Jack" Sperbeck, University of Minnesota. He succeeds 1988-89 president Bonnie Riechert of the University of Tennessee.

These newly elected officials will take their offices at the close of the international conference in Portland, Oregon, July 16-20.

ACE has over 700 members in the United States and 21 foreign countries.

Recently elected D.C. Regional officers for 1989-90 are: Nolan Kegley, Farmers Home Administration, president; Eunice Bowman, Food and Nutrition Service, vice president; Caree Lawrence, Animal and Plant Health Inspection Service, treasurer; and Sharin Sachs, Food Safety and Inspection Service, secretary. They assumed their offices on June 13.

COMPUTERIZING INFORMATION CAN BE A FRESH ALTERNATIVE TO COSTLY POSTAGE FEES

Agency administrators can choose not to mail current information to people and instead can use their postage funds to put the information online and make it available—immediately—by computer.

It's possible agencies could even make their information available free online to news media and still save thousands of dollars in postage fees.

That would also square the agencies with Congress, which more and more is questioning why we give information free to news media in hard copy but charge them when we put it online.

Russell Forte of USDA's Office of Information has researched USDA's postage situation and finds that—despite what many of us have heard over the years—agency administrators do control their postage just as they do any other budget item.

Forte said the steps administrators could take to switch from using postage to using USDA's EDI (electronic dissemination of information) service are:

- 1) determine they're going to reduce postage expenses.
- 2) cull mailing lists and increase distribution through the EDI service.
- 3) have their budget people move the funds from postage to the EDI service.
- 4) In writing, notify Bill Montgomery, chief of the Resource Management Staff, Office of Operations, room 1540-S, of the lower postage amount.

Why release current information online by computer rather than by good ol' U.S. postal mail? Forte said in FY '88, it cost 10 USDA agencies a combined total of \$66 thousand to release current information through EDI. Meantime, the department postage budget is climbing past \$50 million a year. And that doesn't include cost of envelope, paper, etc.

Also, Forte said tests have shown that mail going through USDA's postal system takes 7 to 10 days to arrive at an address 25 blocks away, longer to distant cities. Information released through the EDI service is available anywhere in the country within minutes.

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MINNESOTA EXTENSION HAS NEW ADDITIONS TO ALTERNATIVE ANIMAL ENTERPRISES PUBS

The University of Minnesota Extension Service has added five new titles to its Alternative Animal Enterprises series: Rabbits (AG-FS-3690), American Buffalo (AG-FS-3688), Economics of the Dairy Goat Business (AG-FO-3606), Sheep—An Alternative New Income Source (AG-FO-3691), and Marketing Alternative Animal Products (AG-FS-3692).

The publications on dairy goats and sheep are 50 cents each; the others are 20 cents.

Order by title and number, with checks payable to the University of Minnesota. Mail order to the Distribution Center, 3 Coffey Hall, University of Minnesota, 1420 Eckles Avenue, St. Paul, MN 55108.

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'AG IN THE CLASSROOM' NATIONAL MEETING HELD IN ARLINGTON, VIRGINIA, JUNE 4-6

Over 130 education and agriculture representatives, from 40 states and Canada, met June 4-6 in Arlington, Va., for the annual national meeting of leaders of the "Ag in the Classroom" program.

Coordinated by USDA, this program brings information about the role and importance of agriculture to school children across the country. USDA director of the program is Shirley Traxler, who reports to the Assistant Secretary for Science and Education.

The Canadian representatives presented a certificate of recognition to USDA for its contributions to Ag in the Classroom.

For further information, contact Shirley Traxler at 202-447-5727 (Dialcom mailbox DAG805).

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'USDA POLICY AND STYLE GUIDELINES' REVISED BY USDA-OI'S NEWS DIVISION

The News Division of USDA's Office of Information (OI) has revised the "USDA Policy and Style Guidelines for News Releases and Other Materials Distributed to News Media."

The 31-page style manual offers glossaries on policy and style, giving definitions and how-to's on all facets of national news and feature releases.

The guide also includes sample formats of a news release, notice to correspondents, feature release, correction, advance news release, advisory committee announcement, backgrounder, program announcement, remarks, and Congressional hearing testimony.

OI's News Division issues all national news and feature releases produced by USDA. It ensures that releases are written in clear, consistent news style and follow departmental policy.

Copies of the guide are available free to those who have use for it, from Dave Warren, chief, USDA-OI, News Division, Room 407-A, Washington, DC 20250. Telephone is 202-447-4026, or Dialcom E-mail AGR004.

USDA-OI'S VIDEO AND TELECONFERENCE DIVISION BREAKS AUDIOCONFERENCE RECORD

The Video and Teleconference Division of USDA's Office of Information reports a record-setting month of audioconferences. A new record was set during the month of May totaling 169 audioconferences.

Larry Quinn, chief, V&TD, says this broke the old record when 163 audioconferences were completed during August of 1988.

Quinn says at the present rate, V&TD is 127 conferences ahead during the same time last year—putting them at a pace that may total 1,600 for the fiscal year.

For further information on audioconferencing, contact Larry Quinn, USDA, OI, Video and Telconferencing Division, Room 1618-S, Washington, DC 20250. Telephone 202-447-6072 or E-mail AGR016.

USDA-OI RADIO-TV MEDIA LIAISON DIRECTOR OFFERS TRAINING SEMINAR ON INTERVIEWS

Marci Hilt, director of media liaison for the Radio-TV Division of USDA's Office of Information, recently gave a training seminar on broadcast interview techniques to 30 public affairs specialists with the northeast region of USDA's Soil Conservation Service.

Some of her interview tips include:

- Research the topic or person. Know as much as you can about the subject. Read newspaper stories; news releases; call the subject's office and request a bio.
 - Write down your questions. This helps you prepare a mental outline for the interview. It also assures you don't forget to ask an important question.
 - Tell the person you're interviewing how the interview will be used (make sure they understand you won't use EVERYTHING they say); what to wear; the subject of the interview. You could also send a copy of a previous interview you did so the person you're interviewing will know your work.
 - Put the person you're interviewing at ease. Smile. Explain your equipment (TV lights & cameras can be overwhelming). Check the room for distracting background.
 - Ask the person their name, including spelling and title. Make sure you've got it right.
 - Don't ask "yes" or "no" questions. Don't agree or disagree with your subject.
 - When you've asked your question, sit back and listen. Resist the temptation to try to impress the subject with your knowledge of the issue.
 - Don't be afraid to ask the subject to define unfamiliar terms.
 - Always ask at the end of the interview if there is anything else they'd like to say.
 - Don't be afraid to call your subject back after the interview to check a fact.
- Questions? Call Marci Hilt on 202-447-6445, or E-Mail AGR006.
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SUPERVISORY PUBLIC AFFAIRS SPECIALIST POSITION AVAILABLE WITH USDA'S FNS

The Public Information Staff, of USDA's Food and Nutrition Service has an opening for a GM-1035-13 supervisory public affairs specialist in the News Branch.

Duties include serving as chief of the News Branch. Responsibilities are planning and developing tools for communicating FNS policies and activities to national media and regional information offices. Other duties are supervising the production of news releases, features, issue papers, and fact sheets designed to explain the agency's mission and meet the needs of regional information offices and the media.

Qualifications include 1 year of specialized experience in work which provided particular knowledges, skills, and abilities to successfully perform the duties of the position.

Send applications, referring to Announcement No. 89-125, to: Paula Marler, USDA-FNS, Personnel Division, 3101 Park Center Drive, Room 620, Alexandria, VA 22302. Telephone is 703-756-3351.
Closing date was June 26.

FUNDING SOUGHT BY USDA NATIONAL AGRICULTURAL LIBRARY FOR PHOTOS PRESERVATION

USDA's National Agricultural Library has issued a proposal for funding to preserve a collection of historical photographs.

Originated in the early 1900's, the unique collection offers visual and written records relating to plant exploration and introduction.

From 1905 to 1935, plant explorers and collectors traveled throughout China, Siberia, Turkestan, Manchuria, Mongolia, Southeast Asia, and Central and South America photographing plant species.

The photos cover not only plant identification, but animals, people, cities and buildings, research stations, transportation, landscapes, the commercial fruit industry, and agricultural and scientific equipment.

For further information, questions, or comments, contact: Alan Fusonie, Curator of Special Collections, National Agricultural Library, 301-344-3876.

'DIRECTORY OF SMALL-SCALE AGRICULTURE' HAS BEEN RELEASED BY USDA'S CSRS

The Office of Small-Scale Agriculture in USDA's Cooperative State Research Service, has released a new publication, the "Directory for Small-Scale Agriculture."

The publication highlights projects and activities relating to small-scale agriculture and will serve as a resource and means of communication between individuals involved in small-scale agriculture.

Copies are available from Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Telephone: Order Desk, 202-783-3238. Refer to Stock No. 001-000-04539. Price is \$5.50.

U. OF GEORGIA COOPERATIVE EXTENSION SERVICE HAS BOOKLET ON ORGANIC GARDENING

The University of Georgia Cooperative Extension Service has released a new publication, "Organic Gardening and Pest Control."

The 18-page booklet explains insect, disease, and weed control and general good management practices for organic gardening.

Single copies free while supplies last, from: Burton Evans, Extension Entomology, Cooperative Extension Service, UUniversity of Georgia College of Agriculture, Athens, GA 30602.

MICHIGAN COOPERATIVE EXTENSION HAS VIDEO ON AG AND GROUNDWATER CONTAMINATION

A new videotape, "Agriculture and Groundwater Contamination: Exploring the Issues," has been produced by the Cooperative Extension Service at Michigan State University.

The video gives an overview of nitrate and pesticide contamination from Michigan farm fields.

For information, contact: Agriculture and Extension Education Resource Center, 10 Agriculture Hall, Michigan State University, East Lansing, MI 48824. Telephone is 517-353-3175.

CALIFORNIA ACTION NETWORK'S ORGANIC WHOLESALERS DIRECTORY/YEARBOOK AVAILABLE

The "1989 Organic Wholesalers Directory and Yearbook" is available from the California Action Network.

The 150-page directory lists food wholesalers, farm suppliers, support businesses, certification groups, publications, definitions, and more.

Copies are available for \$22 which includes shipping and handling (\$1.17 sales tax must be added for California residents), from: California Action Network, P.O. Box 464, Davis, CA 95617.

SOVIET JOURNALIST AND AUTHOR VISITS USDA'S OFFICE OF INFORMATION AND OTHERS

Anatoly Salutsky, a member of the Writers' Union in the Soviet Union and author of 20 books on various aspects of life in his country, met recently with USDA Office of Information's Ed Poe, chief of the Publishing Division; Harlan Dirks, USDA Foreign Agricultural Service; and Howard Kerr, program manager for Office of Small-Scale Agriculture in USDA's Cooperative State Research Service.

Salutsky previously spent 2 weeks visiting a farm family in Iowa and is in the process of writing a book on American political, social, and economic life, focusing primarily on the agricultural sector.

An engineer by profession, he became a journalist in later years and is currently writing for PRAVDA and the illustrated magazine, SOVIET UNION.

During his current visit, Salutsky met with faculty members at Harvard University.

Salutsky was especially interested in USDA's public information activities and its program for small-scale agriculture.

While at USDA, he also met briefly with Dave Lane, director of USDA's Office of Information, and Sally Michael, deputy director.

USDA'S EXTENSION SERVICE PLANS TO USE DESKTOP PUBLISHING FOR NEW LEAFLET

USDA's Extension Service (ES) plans to use the agency's desktop publishing system to develop a one-page, threefold leaflet entitled "Building Human Capital—Educating People for Positive Living."

According to Janet Poley, director of Communication, ES's Information, and Technology, the leaflet will briefly identify the Cooperative Extension System's National Initiative Team and its missions, goals, and ongoing issue programs.

Distribution will be made to ES's state contacts and to the Initiative Team and other agency staff for use in developing linkages and cooperative working relationships.

The ES Publications Review committee has approved publication of 10,000 copies.

For further information, contact Janet Poley at 202-447-3029, Dialcom e-mail AGS094.

USDA-OI'S VIDEO AND TELECONFERENCE DIVISION TAKES LEAD IN FORMING NEW GROUP

The Video and Teleconference Division (V&TD) in USDA's Office of Information is taking the lead to establish a new teleconference interest group. The group, once organized, will share ideas and facilities.

Larry Quinn, chief of V&TD and Rick McNaney of the V&TD staff, recently met with representatives of six other civilian agencies in an organizational meeting of teleconference managers. National Aeronautics and Space Administration, State Department, Veterans Administration, Food and Drug Administration, Department of Commerce, and Bureau of the Census were represented. The Federal Emergency Management Agency and the Postal Service will also be part of the group.

For further information, contact Larry Quinn at 202-447-6072, Dialcom e-mail AGR016.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

- July 16-20:
INTERNATIONAL AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) MEETING
Marriott Hotel, Portland, Oregon
Theme: "Northwest Passage: ACE 89"
Contact: Gwil Evans, 503-754-3311
- July 25-27:
LIVESTOCK PUBLICATIONS COUNCIL'S ANNUAL MEETING
Kansas City, Missouri
Contact: 619-753-1322
- September 12-15:
RADIO & TELEVISION NEWS DIRECTORS ASSN. INTERNAT'L CONFERENCE & EXHIBIT
Kansas City Convention Center, Kansas City, Missouri
Theme: "News Center '89"
Contact: 800-225-8183
- October 12-13:
PRACTICAL CONFERENCE ON COMMUNICATION
Garden Plaza Hotel, Oak Ridge, Tennessee
Contact: Society for Technical Communication, P.O. Box 1314, Oak Ridge, TN 37831-1314
- October 22-25:
COMMUNICATION OFFICERS OF STATE DEPTS. OF AGRICULTURE ANNUAL MEETING AND WORK-SHOPS
Atlantic City, New Jersey
Contact: Carol Shipp, Pub. Inf. Officer, NJ Dept. of Ag, 609-292-8896
- November 9-12:
NATIONAL ASSOCIATION OF FARM BROADCASTERS ANNUAL MEETING
Kansas City, Missouri
Contact: 612-224-0508
- December 6-8:
NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS ANNUAL CONFERENCE
Rosslyn Westpark Hotel, Arlington, Virginia
Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821
